

CHTA



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association

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Pictured in front of St. Lucia's famous Pitons twin peaks are (l-r) Francine Holder and Ernie George (Saint Lucia Tourism Authority); Simone Harvin (Bleu Magazine); Tyler Fox (Travel Off Path); Julian Belinque (Travel2Latam), and Jonathan Jn Baptiste of Anse Chastanet and Jade Mountain.

CHTA's Inaugural Multi-Destination Media Trip Spotlights Caribbean Diversity

FORT LAUDERDALE, Fla. (June 14, 2024) – The Caribbean Hotel and Tourism Association (CHTA)'s multi-destination media trip, held May 17-27, showcased the region's diverse cultures, breathtaking landscapes, and distinctive experiences, highlighting the connectivity and growth of inter-island travel.

Journalists Tyler Fox (Travel Off Path), Simone Harvin (Bleu Magazine), and Julian Belinque (Travel2Latam) explored the varied landscapes, cultures and experiences across St. Lucia, Barbados, Jamaica and the Cayman Islands.

The journey began in St. Lucia, where the group discovered the island's iconic natural attractions and enjoyed unique experiences.

They took a dip in the therapeutic Sulphur Springs and crafted their own chocolate bars at Project Chocolat, followed by lunch at the breathtaking Jade Mountain. There, the group was escorted by the Saint Lucia Tourism Authority's Rondel Charlery, Francine Holder and Ernie George; and Darcel Choy of Marketplace Excellence.



From left: The group at Project Chocolat. At right: Tyler Fox tastes the chocolate he made.

Next, a quick stopover in Barbados allowed the media to explore one of the island's geological marvels, Harrison's Cave, with an escort by Cara Jean-Baptiste of Barbados Tourism Marketing Inc. (BTMI).



From left: The group with BTMI's Cara Jean-Baptiste outside Harrison's Cave in Barbados. At right: The group while on the tour of the cave.

In Jamaica, the journalists visited Montego Bay for Caribbean Travel Marketplace before heading to Kingston to experience the island's rich cultural heritage at the legendary Bob Marley Museum.



Julian Belinque and Tyler Fox at Bob Marley Museum

The last stop was the Cayman Islands, where the group experienced the destination's incredible natural beauty at spots like the Queen Elizabeth II Royal Botanic Park with its vibrant flora. They also had an up-close encounter with stingrays at the famous Stingray City, delved into the art scene at the Visual Arts Society, and learned about the island's history with a guided tour of Pedro St. James.



The group along with Marketplace Excellence's Darcel Choy (center) at Stingray City in Grand Cayman



The journalists are pictured here enjoying Queen Elizabeth II Royal Botanic Park in the Cayman Islands.

From natural wonders to cultural treasures and warm Caribbean hospitality, the CHTA multi-destination media trip delivered an immersive showcase of the region's remarkable diversity. The journalists experienced top-notch accommodations at partnering hotels, including Bay Gardens Beach Resort in St. Lucia, Excellence Oyster Bay in Jamaica, and Grand Cayman Marriott Resort in the Cayman Islands. The journey was made possible through the collaborative efforts of the Jamaica Tourist Board, Jamaica Hotel & Tourist Association, Saint Lucia Tourism Authority, Barbados Hotel & Tourism Association, Barbados Tourism Marketing Inc., and the Cayman Islands Department of Tourism, with flights provided by interCaribbean Airways and Cayman Airways.

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.