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For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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## **CHTA Launches Multi-Destination Media Trip to Showcase Caribbean Interconnectivity and Diversity**

FORT LAUDERDALE, Fla. (May 14, 2024) – The Caribbean Hotel and Tourism Association (CHTA) is gearing up for its first multi-destination media trip, designed to illuminate the interconnectedness and diversity across the Caribbean. Scheduled from May 17 to 27, this initiative will showcase the vibrant cultures, breathtaking landscapes, and unique experiences spanning St. Lucia, Barbados, Jamaica and the Cayman Islands.

Nicola Madden-Greig, President of CHTA, expressed enthusiasm for the program and stressed its significance: “This initiative is a testament to the collaborative spirit and interconnected nature that define Caribbean tourism. Our goal is to showcase the diverse offerings of St. Lucia, Barbados, Jamaica and the Cayman Islands, inspiring travelers to explore the myriad experiences our region has to offer.” Although the Dominican Republic had to withdraw due to unforeseen circumstances, there are plans to include the nation in future endeavors of this nature.

Madden-Greig reiterated, “The Caribbean is often thought of as one homogenous place, so if you have seen one island you have seen the Caribbean. This trip will debunk that myth and truly showcase the diversity, mystique, and cultural prowess of our distinct islands. Just like you can explore many destinations in Europe having totally diverse experiences, the Caribbean offers the same opportunity.”



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Developed in collaboration with the Jamaica Tourist Board, Jamaica Hotel & Tourist Association, Saint Lucia Tourism Authority, Cayman Islands Department of Tourism, and Cayman Islands Tourism Association, the itinerary promises an immersive experience. Participants will enjoy the stunning landscapes and beaches of St. Lucia, indulge in an exciting layover in Barbados, discover the culture and radiant beauty of Jamaica, and experience the iconic sites of the Cayman Islands.

Strategically timed to coincide with Caribbean Travel Marketplace from May 21 to 23 in Jamaica, the media trip aims to maximize the event's networking opportunities. Journalists can enrich their coverage of the multi-destination experience with insights and connections from the region's premier tourism conference.

For more information about Caribbean Travel Marketplace, visit [www.chtamarketplace.com](http://www.chtamarketplace.com).

#### 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](http://www.caribbeanhotelandtourism.com).