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THE CARIBBEAN HOTEL AND TOURISM ASSOCIATION (CHTA) ANNOUNCES SESSION TOPICS FOR ITS HIGHLY ANTICIPATED 2024 INDUSTRY FORUM

Registrations are now open for the Caribbean Hospitality Industry Exchange Forum (CHIEF), which will be held November 18-20, in North Miami

MIAMI, Fla. – October 16, 2024 – [The Caribbean Hotel and Tourism Association \(CHTA\)](#) has unveiled the topics and sessions for its [2024 Caribbean Hospitality Industry Exchange Forum \(CHIEF\)](#), the premier event for networking, education, and peer-to-peer best practices within the Caribbean hospitality and tourism industry. This year's event, scheduled for **November 18-20, 2024**, at the **Kovens Conference Center** in **North Miami**, will bring together hoteliers, associations, and tourism professionals from across the region. The forum promises to deliver innovative solutions and valuable insights to help businesses stay ahead in today's ever-evolving tourism landscape.

Themed "Keeping It Real: Amplifying Caribbean Tourism through Authenticity, Integration, and Immersion," this year's CHIEF will feature both general and breakout sessions designed to address the industry's most pressing challenges and opportunities.

"Today's travelers seek far more than simply 'Sun, Sea, and Sand.' They desire immersive, bespoke experiences that capture the true spirit of the Caribbean. Our region's rich cultural diversity stands as its greatest strength, positioning authenticity as the ultimate differentiator. Through a focus on culture, diversity, personalization, and innovation, CHIEF's sessions will equip Caribbean businesses to harness emerging trends, delivering unforgettable experiences that resonate with discerning, experience-driven travelers," shared CHTA Chief Executive Officer Vanessa Ledesma.

Key sessions and topics will include the following:

November 19, 2024 – General Sessions

- Marketing Authenticity: Promoting the Real Caribbean Experience
- Real Revenue Strategies: Maximizing Profit through Authentic Offerings

November 20, 2024 – General Sessions

- Cultural Competency and Diversity: Meeting the Needs of a Global Audience
- Technology and Innovation in Hospitality: Staying Ahead with Cutting-Edge Tools
- Scoring Big with Sports Tourism: Unlocking Growth for Hotels and Destinations

Breakout Sessions:

- Sustainable by Nature: Integrating Eco-Friendly Practices for Authentic Tourism
- Partnering with Purpose: Strengthening Local Collaborations for Authentic Experiences
- Wellness Matters: Prioritizing Mental Health and Well-being for Guests and Staff
- Crisis-Proofing Caribbean Tourism: Preparing for the Next Major Event
- True Flavors: Showcasing Authentic Caribbean Cuisine for Memorable Experiences
- People Strategy in Action: Using Metrics to Drive HR Success
- Authentic Engagement: Leveraging Social Media to Immerse and Inspire
- Personalization as Profit: Enhancing Guest Experience to Drive Revenue
- Navigating a Multigenerational Workforce: Strategies for Inclusive Leadership

In conjunction with CHIEF, CHTA's popular [Taste of the Caribbean](#) will also return, **November 18-20**. As the region's premier cultural and gastronomic showcase, the event will feature spirited, friendly competition and comradery between participating island nations. The highlight of the event, the Taste of the Caribbean Awards, will proudly recognize Caribbean Chef of the Year, Caribbean Junior Chef of the Year, Caribbean Bartender of the Year, and Caribbean Pastry Chef of the Year.

For more information or to register for CHIEF, please visit www.chtachief.com. For more information on CHTA, Taste of the Caribbean and other upcoming events, please visit www.caribbeanhotelandtourism.com.

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CHTA



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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.

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