

For Immediate Release

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Contact: Natalia Lopez, Marketplace Excellence +1 201 861-2056

[natalia@marketplaceexcellence.com](mailto:natalia@marketplaceexcellence.com)



## Registration Now Open for Caribbean Hospitality Industry Exchange Forum 2024

FORT LAUDERDALE, Fla. (September 12, 2024) – The Caribbean Hotel and Tourism Association (CHTA) has opened registration for the Caribbean Hospitality Industry Exchange Forum (CHIEF 2024). This premier event is set to take place November 18-20, 2024, at the Kovens Conference Center in North Miami.

Under the theme “Keeping it Real – Amplifying Caribbean Tourism through Authenticity, Integration and Immersion”, CHIEF 2024 promises to deliver cutting-edge insights and networking opportunities for hospitality professionals across the region.

Patricia Affonso-Dass, Chair of the CHIEF 2024 Planning Committee, explained that “CHIEF 2024 is more than just a conference; it’s a call to action for the Caribbean hospitality industry.”



### Delegates talk tourism at CHIEF 2023 in Miami

“Under our comprehensive theme, we’re focusing on what truly sets our region apart: our authenticity, our people, and our commitment to sustainable tourism. This forum will equip attendees with the knowledge and connections to not just navigate the future but to shape it,” she stated.

CHIEF 2024 will cover a range of critical topics, including:

- **Marketing the Authentic Caribbean Experience:** Delegates will discover strategies to showcase the Caribbean’s unique cultural heritage, natural beauty, and local experiences. This includes promoting local cuisine, artisans, eco-tourism and community-based experiences.
- **Embracing Technology and Innovation:** Attendees will explore the latest technological advancements reshaping the hospitality industry. They will learn how AI can improve their offerings to visitors and optimize operations and marketing.
- **Boosting Revenue with Proven Strategies:** Participants will gain insights into tactics to increase profitability in the competitive Caribbean tourism

market. Sessions will feature case studies and discussions of dynamic pricing models and upselling techniques.

- **Prioritizing Staff and Guest Well-Being:** Delegates will delve into the growing importance of well-being for employees and guests in the hospitality industry. Strategies will be shared to enhance staff satisfaction and retention, integrate wellness programs and create environments that promote relaxation and rejuvenation.

The forum will also feature the return of the popular CHIEF Speed Networking Session, allowing attendees to forge valuable connections in the industry. The full schedule of events is available at <https://chtachief.com/schedule-of-events>. Members and non-members are invited to register early to take advantage of the Early Bird rate at <https://chtachief.com/registration/>.

As the Caribbean's top networking conference, CHIEF provides an unmatched platform for industry leaders to connect and collaborate. With expert-led sessions, an Exchange Hub for showcasing the latest innovations, and the prestigious CHIEF Awards, the event is essential for staying ahead in the hospitality sector.

For more details about CHIEF 2024, including sponsorship and exhibitor opportunities, visit [chtachief.com](https://chtachief.com).

# CHTA



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Networking will be a key component of CHIEF this year.

### 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).