

**For immediate release**



**REGISTRATION NOW OPEN FOR CARIBBEAN TRAVEL MARKETPLACE,  
TAKING PLACE IN ANTIGUA & BARBUDA, MAY 18-22, 2025**

*In addition to business appointments, the week-long event will feature Responsible Tourism Day, Caribbean Travel Forum, and an all-new Direct Booking Summit*

**MIAMI, Fla. – February 20, 2025** – The [Caribbean Hotel and Tourism Association \(CHTA\)](#) is pleased to announce that registration is now open for the 43rd annual [Caribbean Travel Marketplace \(CTM\)](#), set to take place in Antigua and Barbuda from May 18-22, 2025. This marks the first time the twin-island nation will host the region's premier business-to-business tourism event, bringing together global buyers and regional suppliers to forge new business connections and position the Caribbean on the global stage.

"This is an exciting time for us as we prepare to welcome our valued tourism partners from around the world to Antigua and Barbuda," said Antigua and Barbuda's Minister of Tourism, Civil Aviation, Transportation, and Investment, The Honourable Charles Fernandez. "We are extremely pleased to be showcasing the beauty and culture of our twin-island paradise, as the host country for the 43rd edition of CHTA's Caribbean Travel Marketplace. This event fosters meaningful partnerships that drive business growth and economic success across the Caribbean, and we certainly look forward to welcoming you to our shores for a truly immersive and productive Caribbean Travel Marketplace 2025!"

"Caribbean Travel Marketplace is more than just a trade event—it's a catalyst for business growth, collaboration, and innovation in our region's tourism industry," said CHTA CEO Vanessa Ledesma. "As we bring Marketplace to Antigua and Barbuda for the very first time, we are excited to create new opportunities for our members, to strengthen global partnerships, and to showcase the diversity of the Caribbean hospitality and tourism product. With many new program elements, CTM 2025 will be a pivotal moment in our industry's continued evolution."

This year's Marketplace will feature an expanded agenda, including new activations and platforms to provide resources and insights that will further strengthen not only CHTA members but also the greater industry at large:

- **Responsible Tourism Day on Sunday, May 18** – A dedicated day highlighting sustainable tourism initiatives, community engagement, and best practices for fostering long-term environmental and cultural preservation.

- **Caribbean Travel Forum on Monday, May 19** – A high-level gathering of public and private sector leaders focused on tackling the region’s most pressing tourism challenges and opportunities, including innovation, investment, and workforce development. The forum will also honor outstanding achievements in the industry with a series of prestigious awards.
- **Direct Booking Summit, Caribbean Edition on Thursday, May 22** – A brand-new addition to the program, this one-day event will explore the latest digital marketing strategies, AI-driven solutions, and technology trends aimed at maximizing direct online bookings and enhancing the region’s digital competitiveness.

In addition to these special events, CTM 2025 will continue to offer its signature one-on-one buyer-seller appointments, providing a powerful platform for participants to establish new partnerships and expand their reach in key global markets.

### **A World-Class Venue in a Premier Destination**

The American University of Antigua (AUA) will serve as the main venue for Marketplace, offering a state-of-the-art conference facility that recently hosted the United Nations’ 4th International Conference on Small Island Developing States (SIDS). With Antigua and Barbuda’s excellent air connectivity and renowned hospitality, attendees can expect an unparalleled experience both in and out of the conference setting.

Buyer and supplier registration is now open at [www.chtmarketplace.com](http://www.chtmarketplace.com). Event partnership opportunities are available; to inquire, please email [information@caribbeanhotelandtourism.com](mailto:information@caribbeanhotelandtourism.com)

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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. For more information about CHTA and its initiatives, visit [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com).