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## **CHTA PRESIDENT REFLECTS ON RECORD-BREAKING 2024 AND OUTLINES VISION FOR A TRANSFORMATIVE 2025**

*Caribbean Travel Marketplace in Antigua & Barbuda set to drive industry growth and innovation in 2025*

**MIAMI, Fla. – January 27, 2025** – After a historic 2024 that shattered visitor records and delivered transformative advocacy wins, the [Caribbean Hotel and Tourism Association \(CHTA\)](#), is setting the stage for meaningful progress and development for the industry and its members. Sanovnik Destang, Executive Director of Bay Gardens Resorts and President of CHTA, unveiled a bold vision for 2025 centered on innovation, sustainability, and collaboration—promising to position the region as a global leader in tourism and economic development.

### **A Year of Growth and Resilience**

“The Caribbean achieved unparalleled success in 2024, thanks to the collective strength of our community,” said Destang. “We recorded historic visitor numbers, tackled legislative challenges, and made strides in connecting tourism with other vital economic sectors.”

Among the most significant achievements for economic growth was a tax advocacy effort in the Dominican Republic, which helped preserve vital tax incentives for hotels and tourism businesses that had been under threat of removal due to proposed tax reforms.

The year also saw the establishment of the Linkages Task Force, led by former CHTA President Nicola Madden-Greig, to strengthen connections between tourism and sectors such as agriculture and local businesses, fostering a more inclusive economic model.

Additionally, the Caribbean Hospitality Industry Exchange Forum (CHIEF) and the return of Taste of the Caribbean provided valuable platforms to showcase regional excellence, foster collaboration, and drive innovation.

### **Building on the Success of 2024: Looking Ahead to 2025**

With the momentum from a record-breaking year, CHTA is now setting its sights on 2025. According to travel intelligence company [Forward Keys](#), the island of Curaçao has seen a 16 percent increase in flight bookings for the first quarter of 2025 compared to the same period in 2024, while Sint Maarten and Antigua and Barbuda have each recorded an 11 percent increase.

Capitalizing on these strong early trends, CHTA’s 2025 strategy will focus on three transformative pillars:

- **Developing the Region’s Workforce:** New training initiatives will equip hospitality professionals with the skills needed to keep the Caribbean competitive on a global scale.

- **Harnessing Technology:** Enhancing guest experiences and improving operational efficiency through digital transformation remains a top priority.
- **Strengthening Linkages:** Deepening connections between tourism and local industries to drive sustainable growth and enrich visitor experiences.

“A key part of this vision is our 2025 work plan, which also includes updates to our bylaws to modernize governance and ensure CHTA remains agile, inclusive, and future-focused,” Destang explained.

### **Caribbean Travel Marketplace 2025: A First for Antigua & Barbuda**

One of the most anticipated events of the year, the Caribbean Travel Marketplace, will be hosted in Antigua & Barbuda for the first time. This marks only the third time the event has been held in the Eastern Caribbean. Marketplace 2025 will offer an enhanced experience with features such as the Linkages Trade Show, Responsible Tourism Day, and the Direct Booking Summit – Caribbean Edition, all designed to foster collaboration, innovation and drive business to the region and CHTA members.

“Caribbean Travel Marketplace, along with supplemental CHTA events this year, will serve as a catalyst for collaboration and new ideas, setting the stage for the future of Caribbean tourism,” Destang added.

With a steadfast commitment to partnership, innovation, and sustainability, CHTA is poised to lead the region into a new era of opportunity.

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