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The Caribbean Hotel and Tourism Association (CHTA) and the Caribbean Alliance for Sustainable Tourism (CAST) Launch the Caribbean Coral Reef Stewardship Award, Celebrating Industry Leadership in Marine Conservation

MIAMI, Fla. – April 24, 2025 – Together, [the Caribbean Hotel and Tourism Association \(CHTA\)](#) and the [Caribbean Alliance for Sustainable Tourism \(CAST\)](#), are proud to announce the launch of the Caribbean Coral Reef Tourism Stewardship Award—a new initiative recognizing the tourism sector’s pivotal role in safeguarding the region’s vulnerable coral reef ecosystems.

The award builds on years of collaborative efforts by CAST, CHTA, and The Nature Conservancy (TNC), with support from the United Nations Environment Programme, to spotlight innovative and impactful conservation projects throughout the Caribbean. These initiatives, often executed in partnership with local businesses, non-profits, governments, and environmental organizations, highlight the growing commitment of tourism industry stakeholders to protect, preserve, and restore the region’s critical marine habitats.

“We are proud to shine a spotlight on the inspiring work being done by tourism leaders across the Caribbean,” said Karolin Troubetzkoy, speaking on behalf of CAST. “Through the Stewardship Award, we hope to share these success stories widely and encourage others to implement their own conservation initiatives.”

The Caribbean is home to one of the world’s most vital coral reef systems. A 2022 guide produced by TNC in collaboration with CAST and CHTA supports industry in its efforts to protect and manage coral reefs. The guide underscores their ecological and economic significance. In addition to supporting marine biodiversity and acting as a natural defense against hurricanes and storm surges, reef-associated tourism contributes over US \$7.9 billion annually to the region’s economies, drawing more than 11 million visitors each year.

Eligible nominees for the award must demonstrate active involvement in coral reef conservation over the past three years. Qualifying activities may include environmental education, marine protected area management, reef restoration partnerships, scientific research, or monitoring and evaluation initiatives.

The deadline for submissions is May 9, 2024. Nominations are open to hotels, dive operators, and tourism attractions operating in the Caribbean that are active members of CHTA or a recognized National Hotel & Tourism Association.

Full submission guidelines and nomination forms are available at <https://member.caribbeanhotelandtourism.com/page/CaribbeanCoralReefTourismStewardshipAwardsForm>

Award recipients will be announced in June. The top three finalists will receive regional recognition through CHTA and CAST communications and will be invited to present their work during a special webinar hosted by CHTA, CAST, and TNC.

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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 that matter most. For more information on CHTA, please visit <https://caribbeanhotelandtourism.com>

About the Caribbean Alliance for Sustainable Tourism (CAST)

Founded in 1997, the Caribbean Alliance for Sustainable Tourism (CAST) has a longstanding history of providing guidance and expertise in awareness-raising programs, environmental management systems and best practices to achieve responsible environmental and social management of natural and heritage resources, within the Caribbean's hotel and tourism sector. For more information on CAST, please visit <https://cast.caribbeanhotelandtourism.com>