

For immediate release



**CARIBBEAN HOTEL AND TOURISM ASSOCIATION ANNOUNCES
INAUGURAL DIRECT BOOKING SUMMIT, CARIBBEAN EDITION**

*All-new educational and professional development event to be held Thursday, May 22,
immediately following the 2025 Caribbean Travel Marketplace in Antigua & Barbuda*

MIAMI, Fla. – March 4, 2025 – The [Caribbean Hotel and Tourism Association \(CHTA\)](#), in collaboration with [Triptease](#), is proud to announce the first-ever [Direct Booking Summit, Caribbean Edition](#), scheduled for Thursday, May 22, in Antigua. On the heels of the 2025 Caribbean Travel Marketplace, this landmark event aims to empower Caribbean hoteliers with the tools and strategies necessary to enhance direct bookings and optimize distribution channels.

"Caribbean Travel Marketplace is where our region's hoteliers forge critical business partnerships, but sustaining that momentum requires a strong direct booking strategy. That's why we're encouraging hoteliers and accommodation providers to extend their stay in Antigua and attend the Direct Booking Summit, Caribbean Edition," said CHTA President Sanovnik Destang. "This hands-on, interactive event will provide hoteliers with the tools, insights, and expert guidance needed to take control of their distribution, boost profitability, and enhance guest relationships. It's an unmissable opportunity to future-proof your business in an increasingly competitive landscape."

The conference will be hosted in partnership with Triptease, which drives direct bookings and improves parity for hotels across the globe and brings a track record of success hosting similar events in North America, Asia and Europe.

"The Caribbean is one of the world's most dynamic and resilient travel markets, yet independent hoteliers here face unique challenges when it comes to driving direct bookings," said Triptease Co-founder Charlie Osmond. "At Triptease, we're committed to helping hotels take back control of their distribution, maximize revenue, and build stronger relationships with their guests. That's why we're thrilled to bring the Direct Booking Summit to the Caribbean for the first time—providing hoteliers with the strategies, technology, and community they need to thrive in today's digital landscape."

Through Triptease's expert-led sessions and interactive workshops, the event presents a unique opportunity for participants to learn first-hand how to:

- Enhance profit margins: direct bookings eliminate the need for third-party commissions, allowing hotels to retain the full room rate
- Strengthen guest relationships: by managing bookings directly, hoteliers can collect valuable guest data, enabling personalized communication and tailored experiences
- Access industry insights: engage with experts to learn actionable strategies, data-driven insights, and innovative ideas to boost direct bookings
- Network with peers: connect with fellow hoteliers, share experiences, and build partnerships within the Caribbean hospitality community

Hoteliers interested in attending can find more information and register at www.directbookingsummit.com/home-caribbean.

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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.

About Triptease

Triptease delivers online personalization for hotels across their website, booking engine and advertising channels. The result is better guest experiences and more direct bookings. The Triptease platform includes AI-metasearch bidding, SEM, parity management, website personalization and conversion benchmarking. For more information visit www.triptease.com.