

## FOR IMMEDIATE RELEASE

### GAIN and CHTA Forge Partnership to Accelerate Hospitality Tech and Innovation Across the Caribbean

**Miami, FL, June 11, 2025** — [Growth Advisors International Network \(GAIN\)](#), a leading global advisory firm specializing in hospitality technology and innovation, and the [Caribbean Hotel and Tourism Association \(CHTA\)](#), the region's leading hospitality association, proudly announce a strategic partnership designed to empower the Caribbean hospitality industry with transformative technology, education insights, and innovation-focused programming.

This optimized collaboration unites GAIN's deep expertise in hospitality technology and property transformation with CHTA's unmatched regional membership network and commitment to advancing the Caribbean hotel and tourism sector. Together, the partners will deliver a suite of high-impact initiatives aimed at assisting Caribbean hoteliers and tourism professionals thrive in an increasingly competitive and technology-driven landscape.

"Our partnership with GAIN comes at a pivotal time as technology continues to reshape the hospitality industry," said Sanovnik Destang, President of CHTA. "This collaboration enables us to bring timely education, expert insights, and real-world innovation strategies to our members, helping them navigate the complexities of digital transformation and build more resilient, future-ready businesses."

The partnership will deliver:

- **Thought Leadership Programming:** A membership webinar series focused on topics like AI in hospitality, guest journey tech, revenue optimization, and sustainability.
- **Innovation Advisory:** Optimized tech advisory sessions to guide CHTA members in digital strategy, system selection, and innovation planning.
- **Enhanced CHIEF Conference Collaboration:** Expanded visibility and sponsorship opportunities at the Caribbean Hospitality Industry Exchange Forum (CHIEF), including GAIN's vendor sponsorship support and dedicated speaker stage presentations.
- **Vendor Preferred Status:** Curated solutions and exclusive business models for CHTA membership properties, from leading hospitality technology vendors.
- **Co-Branded Initiatives:** Joint marketing and communications, social media promotions, video features, and on-site visibility at key CHTA industry events.

“GAIN is honored to partner with CHTA, an organization that represents the backbone of the Caribbean’s vibrant hospitality community,” said Michael Cohen, Managing Partner at GAIN. “Together, we’re committed to advising the region’s hoteliers on harnessing technology and innovation to elevate the guest experience, improve operational efficiency, and drive sustainable growth.”

This partnership reinforces both organizations’ dedication to fostering a culture of innovation and excellence throughout the Caribbean hospitality sector.

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

### **About Growth Advisors International Network (GAIN)**

GAIN, the leading global travel & hospitality advisory firm for growth & innovation, is a specialized network of travel and hospitality industry veterans, innovators, and strategists. Through strategic industry access, networking and VIP events activations, and highly focused product, go to market and AI-enhanced advisory services, GAIN enables startups, scaleups and enterprise entities, to accelerate innovation and efficiently scale, in a rapidly evolving global marketplace.

### **About 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.

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