

FOR IMMEDIATE RELEASE



## CARIBBEAN HOTEL & TOURISM ASSOCIATION UNLOCKS POWERFUL MEMBER BENEFITS THROUGH STRATEGIC PARTNERSHIP WITH HFTP

*CHTA members also receive exclusive discounts to HSMAI's 2025 Commercial Strategy Conference*

**Miami, Fla. – June 4, 2025** – The [Caribbean Hotel and Tourism Association](#) (CHTA) is proud to announce a strategic, multi-year partnership with **Hospitality Financial and Technology Professionals (HFTP)**. This collaboration is aimed at expanding access to world-class education, events, and resources—empowering Caribbean hospitality professionals to stay competitive and connected in an ever-evolving industry.

As part of the partnership, CHTA members receive **complimentary registration to HITEC North America**, the world's largest and most prestigious hospitality technology conference, taking place **June 16–19, 2025, in Indianapolis, IN**. Member access includes:

- Exhibit hall featuring 300+ leading tech companies
- Headliner sessions
- Welcome reception
- Technology Showcase sessions
- Entrepreneur 20X pitch competition

CHTA members also receive:

- Discounted HFTP Membership (25 percent off first year, 10 percent thereafter)
- Certification and learning discounts through the HFTP Academy
- Access to webinars, education content, and digital resources including the 12th edition of the Uniform System of Accounts for the Lodging Industry (USALI)

### **Additional CHTA member benefits through HSMAI**

CHTA is also providing member hotels with discounted registration to the **2025 HSMAI Commercial Strategy Conference**, taking place **June 16–18, 2025, in Indianapolis**—concurrent with HITEC. This event is the evolution of HSMAI's Marketing Strategy Conference, Revenue Optimization Conference (ROC), and Sales Leader Forum, reflecting the integration of marketing, revenue, sales, and other commercial disciplines into unified commercial strategy teams within today's leading hotel companies.

"Our goal at CHTA is to connect our members with the most impactful opportunities in the global hospitality space," said CHTA CEO Vanessa Ledesma. "These partnerships with HFTP and HSMAI bring added value and access to premier resources, reinforcing our commitment to education, innovation, and industry leadership."

To sign up for the HSMAI's Commercial Strategy Conference, please visit <https://member.caribbeanhotelandtourism.com/page/2025HSMAI-Registration-CHTA-Members>.

To sign up for HITEC, please email [Membership@caribbeanhotelandtourism.com](mailto:Membership@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.

### **About HFTP**

Hospitality Financial and Technology Professionals (HFTP®), established in 1952, is a hospitality nonprofit association headquartered in Austin, Texas USA with an offices in the EU. HFTP is recognized as a group supporting the finance and technology segments of the hospitality industry with an international network of members and stakeholders. HFTP offers expert networks, educational resources, career development programs, research, leadership opportunities and conferences and events. HFTP produces international events throughout the year, including the world's largest hospitality technology tradeshow and conference brand: HITEC. In addition, it oversees the hospitality-specific Pineapplesearch.com® and the Uniform System of Accounts for the Lodging Industry (USALI), Hotel-Online and Hospitality Upgrade Magazine. For more information about HFTP, visit [www.hftp.org](http://www.hftp.org).